

1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

january

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january

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march

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february

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 9, 1955</u>			
Friday Sept. 9 9:30 A.M. Coffee	PREVIEW: FALL FASHIONS FOR TALL GIRLS Press preview of Fall suits and dresses from Lane Bryant's "Over-Five-Seven" Shop. By invitation only. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	10TH FLOOR
<u>PRESS PREVIEWS: FALL CUSTOM ORDER AND ORIGINALS</u> <u>FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED</u>			
Friday Sept. 9	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL: FRANCES ANDERSON, CI. 7-1100
Tuesday Sept. 13	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL: SOPHIE SHONNARD, EL. 5-6800
Monday Sept. 19	<u>MAINBOCHER</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL: ELEANOR LAMBERT, MU. 8-2130
Tuesday Sept. 20	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. (<u>Note Change of Date</u>)	PUBL: RASPONI ASSOC., TE. 8-8171
Friday Sept. 9 12:30 P.M. Luncheon	INTRODUCTION OF NEW COLD WATER SOAP Fashion show to introduce "Woolite" a cold water soap for woolens and cashmeres. Commentator: Lisa Ferraday. By invitation only. Publicity: Ted Worner, JU. 6-3457.	HONEY HARBOUR CO., LTD.	ST. REGIS HOTEL LOUIS XVI ROOM
Friday Sept. 9 2:30 P.M. Luncheon	PRESS PREVIEW OF JUNIOR DRESSES Preview of Stephanie's junior dresses, suits and ensembles. By invitation only. Publicity: Ruth Bradfield, WI. 7-8200, Ext. 222.	OPPENHEIM COLLINS	4TH FLOOR EXEC. CONF. ROOM
Beginning Friday Sept. 9	OPENING OF HOLIDAY DRESS COLLECTION Milan Pezzuto's Holiday dress collection, designed by Larry Gaines. Contact: LO. 4-7940.	MILAN PEZZUTO, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Saturday Sept. 10 11:00 A.M.	SHOWING OF BACK-TO- SCHOOL FASHIONS Kresge-Newark will present back-to-school fashions for children. Press invited. Open to public. Publicity: Rita Nagle, Mitchell 2-8000.	KRESGE-NEWARK	2ND FLOOR
Sept. 11- Sept. 15	THE FIRST "NEW YORK BOUTIQUE SHOW" AT PARK SHERATON HOTEL. Contact: Allen Bryson, 551 Fifth Avenue, OX. 7-2825.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, SEPTEMBER 13, 1955</u>			
Monday Sept. 12 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview for the press of Bergdorf Goodman's imports. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Monday Sept. 12 11:00 A.M. Coffee	PRESS PREVIEW: HOME FURNISHINGS FABRICS "Living in a World of Color" - introduction of new collection of Riverdale fabrics by the yard and ready-made ensembles in vignette settings. By invitation only. Publicity: Barbara Gray, CH. 4-2000.	MACY'S NEW YORK	7TH FLOOR PLAN-A-HOME-ROW
Monday Sept. 12 12:00 Noon	PREVIEW OF FASHIONS BY MURIEL KING Preview of Fall fashions by Muriel King, with Stein & Blaine furs. (<u>Note Change of Date</u>). By invitation. Contact: Betty Greenburg. PL. 3-7700.	STEIN & BLAINE	13 WEST 57TH STREET 2ND FLOOR
Monday Sept. 12 1:00 P.M.	PREVIEW OF HOLIDAY & CRUISE COLLECTION Mr. Mort's Holiday and Cruise collection, designed by Lee Evans, will be shown at 1:00 P.M., Sept. 12 - Sept. 15; thereafter informally. By invitation. Contact: Jean Ring, OX. 5-4760.	MR. MORT, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Monday Sept. 12 3:30 P.M.	PREVIEW OF NEW COTTON LINGERIE Seamprufe will preview a new collection of cotton lingerie, including foreign adaptations. By invitation only. Contact: Helene Beitner, LO. 4-8040. Publicity: Rosemary Sheehan, CI. 7-8060.	SEAMPRUFE, INC.	412 FIFTH AVENUE (ENT. ON 37TH STREET)
Monday Sept. 12 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF SWIM FASHIONS Preview of Schiaparelli's Resort and Cruise swim fashions for the press. By invitation only. Publicity: Kim Kellner, OR. 9-2345.	SCHIAPARELLI SWIM FASHIONS	SHERRY NETHERLAND CRYSTAL PAVILLION
Monday Sept. 12 4:00 P.M.- 7:00 P.M.	PREVIEW: FIBERGLAS FABRIC SHOWROOM Opening of new showroom and display of Fiberglas decorative fabrics. Showroom designed by Maria Bergson. By invitation. Open to public from Monday, Sept. 19. Contact: Victoria Schmidt, PL. 9-3810.	OWENS-CORNING FIBERGLAS CORP.	16 EAST 56TH STREET SHOWROOM
Beginning Monday Sept. 12	OPENING OF HOLIDAY COLLECTION Showing of Charles Gelatt's Holiday collection of cocktail and evening fashions. By appointment. Contact: Russell O'Neil, TE. 8-2975. Publicity: Betty Impellitteri Associates, PL. 3-1170.	CHARLES GELATT	27 EAST 62ND STREET SALON
Beginning Monday Sept. 12	OPENING OF RESORT & HOLIDAY COLLECTION Showing of misses dressy afternoon and cocktail collection for Resort and Holiday. Continuous daily. Contact: Florence Farmer, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Sept. 12	CHILDREN'S HOLIDAY PARTY DRESSES Little girls' party dresses, sizes 2-12. Press by appointment. Publicity: Rose Hilton, MU. 5-5133.	CELESTE, INC.	1350 BROADWAY SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 12	HOLIDAY AND RESORT SEPARATES Coordinated separates of festive tops, skirts and pants. Press by appointment. Continuous daily showings. Publicity: Rose Hilton, MU. 5-5133.	DOROTHY KORBY	525 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Sept. 12	SHOWING OF PEARL AND BEAD JEWELRY Marvella will present a new collection of pearls and beads in fashion jewelry. By appointment. Contact: MU. 5-9671.	MARVELLA PEARLS, INC.	383 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Monday Sept. 12	HOLIDAY & RESORT SWEATERS & DRESSES Sweaters and knitted dresses for Holiday and Resort. Press by appointment. Continuous daily showings. Publicity: Rose Hilton, MU. 5-5133.	ROSANNA KNITTED SPORTSWEAR	1410 BROADWAY SHOWROOM - 24TH FLOOR
Beginning Monday Sept. 12	RESORT & HOLIDAY OPENINGS IN CALIFORNIA Contact: Resort Wear Guild, 740 So. Broadway, Los Angeles 14, Calif.	RESORT WEAR GUILD	LOS ANGELES, CALIFORNIA
Tuesday Sept. 13- Sept. 14 9:00 A.M.-- 5:00 P.M.	PREVIEW OF NEW MATTRESS TICKINGS Simtex Mills will preview their 1956-57 line of mattress tickings. By invitation only. Publ: Lucie Lyons at Ellington & Co., 535 Fifth Avenue, MU. 7-4300.	SIMTEX MILLS	350 FIFTH AVENUE SHOWROOM - 61ST FLOOR
Tuesday Sept. 13 10:00 A.M. Breakfast	PRESS PREVIEW OF IMPORT FASHIONS Gimbels will preview their International collection of imports. By invitation only. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Tuesday Sept. 13 12:30 P.M. Luncheon	PRESS PREVIEW: COTTONS FOR RESORT AND SPRING Pacific Mills' Cotton Division will preview their new line of apparel fabrics for Resort and Spring. (<u>Note Change of Time</u>). Show followed by luncheon. By invitation only. Contact: Liz Daly, BR. 9-3366, Ext. 383.	PACIFIC MILLS (COTTON DIVISION) 1407 B'WAY	HAMPSHIRE HOUSE THE COTTAGE
Tuesday Sept. 13 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Showing of Harry Frechtel's Fall fashions at luncheon, available at Lord & Taylor. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	HARRY FRECHTEL	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Sept. 13 2:30 P.M.	FASHIONS BY MOLLIE PARNIS De Pinna will present Fall and Winter fashions by Mollie Parnis. Press invited. Open to public. Publicity: Claire McIntosh, MU. 8-2000.	DE PINNA	3RD FLOOR TOWN SHOP
Tuesday Sept. 13 2:30 P.M.	COATS AND SUITS BY SCAASI Fall and Winter coats, suits and ensembles by Scaasi for Dressmaker Casuals. Press invited. Open to public. Publ: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	4TH FLOOR
Sept. 13	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 1).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 13 3:00 P.M.	PREVIEW: HOLIDAY & RESORT COLLECTION Preview of Holiday and Resort junior dresses and ensembles. By invitation. <u>Trade showings at 10:30 A.M. and 3:00 P.M., beginning Wednesday, Sept. 14.</u> Contact: Ray Horwitz, LO. 4-1860.	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Sept. 13 4:00 P.M. Cocktails	PREVIEW OF COTTONS IN CALIFORNIA Premiere showing by Casino of California of their dressy cottons for Resort and Cruise. By invitation. Daily thereafter in showroom at 112 W. 9th St., Los Angeles. Contact: Robert Sloan at Los Angeles showroom.	CASINO OF CALIFORNIA	TOWN HOUSE LOS ANGELES, CALIF.
Beginning Tuesday Sept. 13	HOLIDAY COLLECTION BY TED SHORE Presentation of the Holiday collection of short formals and ball gowns by Ted Shore, including a group of imported "Nylebrode" reembroidered tulle formals. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Sept. 14 9:30 A.M. Coffee	PRESS PREVIEW OF IMPORTS & COPIES Ohrbach's will preview imports from Paris, London and Italy and their copies. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP
Wednesday Sept. 14 10:00 A.M.- 12:00 Noon	PRESS PREVIEW: LOEB BEDSPREAD COLLECTION McCutcheon's luxury line of bedspreads for the press. By invitation only. Public opening, Monday, Sept. 19. Publicity: Kathryn Grimes, EL. 5-1000.	JAMES McCUTCHEON & CO.	5TH FLOOR
Beginning Wednesday Sept. 14 10:00 A.M.	OPENING OF HOLIDAY COLLECTIONS "Ricksaw Holiday" by Will Saunders of Arkay at 10:00 A.M. (thereafter at 1:30); "Fête Magnifique" by Rappi of Junior Formals at 11:00 A.M. (there- after at 11:30 and 4:00); "Era of Elegance" by Anne Fogarty of Margot at 3:00 P.M. (thereafter at 10:00). Contact: Mrs. Bonnie Slover, LO. 5-2626.	ARKAY; JUNIOR FORMALS; MARGOT	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday Sept. 14 11:00 A.M.	FALL CUSTOM HATS BY MARTIN BELASCO Jay Thorpe will present Martin Belasco's Fall custom millinery. By invi- tation only. Publicity: Jane Negbaur, JU. 6-1000.	JAY THORPE	4TH FLOOR
Wednesday Sept. 14 12:30 P.M. Luncheon	STORE ANNIVERSARY FASHION SHOW Arnold Constable's 130th anniversary with showing of Fall fashions by Frank Starr, Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publ.: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 14 2:00 P.M.	HOLIDAY DRESSES FOR JUNIORS Showing of Holiday dresses for juniors, designed by Betty Carol, Sept. 14, 15, 16 at 2:00 P.M. Continuous showings thereafter. Contact: Irving Manners, CH. 4-8876. Publ.: Eleanor Lambert, MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 14 4:30 P.M. Cocktails	PRESS PREVIEW OF IMPORTS & COPIES "Couture Grand Tour"--showing of Macy's imports and copies. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday Sept. 15 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Fall presentation of imports at breakfast (9:00 A.M.) and luncheon (12:00 Noon). Speaker and commentator: Carmel Snow, Editor of "Harper's Bazaar". Co-Chairmen, Ready-to-Wear Division: Alice Burrows and Adelia Ellis. Prices: Breakfast--\$5.50 (members), \$8.00 (guests); Luncheon--\$8.00 (members), \$10.00 (guests). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Thursday Sept. 15 9:30 A.M. Coffee	PRESS PREVIEW: FALL MATERNITY FASHIONS Preview of Helen Scott's "Limited Edition" maternity fashions. By invitation. Public showing Tues., Sept. 20 on 4th floor; informally from 11:00 A.M. - show at 2:30 P.M. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	10TH FLOOR
Thursday Sept. 15 1:00 P.M. Luncheon	FALL FASHIONS BY SEYMOUR FOX Luncheon presentation of Fall fashions by Seymour Fox, available at Bonwit Teller. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BONWIT TELLER	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 15 2:30 P.M.	PREVIEW OF WINTER COLLECTION Mme. Garnett's Winter collection of holiday clothes, cocktail dresses and ball gowns. By invitation only. Contact: Ruth Lynford, EL. 5-5275. Publicity: Elizabeth Maher Associates, 424 Madison Ave., EL. 4-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Thursday Sept. 15 5:30 P.M.- 6:30 P.M. Cocktails	PRESS PREVIEW OF NEW BOUTIQUE SHOP Press preview of I. Miller's Pinwheel Shop and showing of boutique accessories and gifts. By invitation. Open to public beginning Monday, Sept. 19. Publicity: Ruth Hammer Associates, EL. 5-7872.	I. MILLER & SONS, INC.	689 FIFTH AVENUE (AT 54TH STREET)
Beginning Thursday Sept. 15	"DRESS FORMAL FOR THEATRE" MONTH "Dress Formal for Theatre" Month in honor of New York City's numerous theatre openings during the forthcoming Fall season. Contact: Terry Seymour at Saul Richman Assoc., MU. 8-1770.	AFTER SIX (MEN'S FORMALS - PHILA.)	NEW YORK CITY
Friday Sept. 16 9:30 A.M. Breakfast	PREVIEW: SWIMSUITS AND SUNCLOTHES Presenting swimsuits and sunclothes by Jantzen for men, women, juniors and children; including new "International Set". By invitation only. Contact: Maryle Allen, OX. 7-0811. Publ.: Karin Johnson, OX. 7-2797.	JANTZEN, INC. & THE ITALIAN LINE	CRISTOFORO COLOMBO PIER #84 - W. 44TH
Friday Sept. 16 11:00 A.M. Coffee	COUTURE COLLECTION BY YANNI EVANGELIDES Preview of Yanni Evangelides' Fall and Winter couture collection of coats, suits, daytime, evening fashions. By invitation: Contact: TR. 9-3550.	MIRIAM LANDEY	22 EAST 65TH STREET SALON - 2ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Sept. 16 12:30 P.M. Luncheon	PRESS PREVIEW OF CUSTOM MILLINERY Fall custom millinery by Tatiana du Plessix will be presented to the press. By invitation only. Publ.: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE-2ND FL.
Sept. 17	ROSH HASHONAH -- First Day of Jewish New Year (Saturday).		
Monday Sept. 19 10:00 A.M.; 4:00 P.M.	PRESS PREVIEWS: RESORT & HOLIDAY COLLECTION Previews of Resort and Holiday collection. (Note <u>Change Of Time.</u>) By reservation. <u>Trade from Tues., Sept. 20 at 10:00 and 4:00.</u> Contact: Peter Galligan, BR. 9-7880.	PHILIP HULITAR, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Sept. 19	MAINBOCHER'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 1).		
Monday Sept. 19 1:00 P.M. Luncheon	LUNCHEON SHOWING OF IMPORTS AND COPIES Gimbels will present a fashion show of their International imports and copies. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. (Customer showings, Gimbels 3rd floor, Sept. 19 at 6:00 P.M.; Sept. 20 and Sept. 21 at 1:30 P.M.) Gimbels' Publ.: Margot Infantino, LO. 5-1500, Ext. 600. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE & PERSIAN
Monday Sept. 19 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: RESORT & HOLIDAY COLLECTION Filcol will preview their Resort and Holiday collection, designed by Perullo. <u>Showing at 4:30 P.M. (Note Change Of Place.)</u> By invitation only. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.	FILCOL	HOTEL PLAZA WHITE & GOLD SUITE
Monday Sept. 19 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW FUR SHOP "Russeks at the Savoy"---preview of their new fur salon. By invitation only. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	775 FIFTH AVENUE (SAVOY PLAZA)
Sept. 19- Sept. 25	NATIONAL SWEATER WEEK. Contact: Charles Reichman, Nat'l Knitted Outerwear Foundation, 386 Fourth Avenue, MU. 3-7520.		
Tuesday Sept. 20 2:30 P.M.	FALL FASHIONS BY CARLYE DRESS De Pinna will present Fall fashions by Carlye Dress. Press invited. Open to public. Publicity: Claire McIntosh, MU. 8-2000.	DE PINNA	4TH FLOOR
Sept. 20	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 1).		
Tuesday Sept. 20 3:30 P.M.	SILVERWARE PREVIEW FOR PRESS Macy's will present new patterns in flatware and hollow ware by seven leading silversmiths. By invitation. Publ.: Barbara Gray, CH. 4-2000.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday Sept. 20 4:30 P.M.- 6:30 P.M. Cocktails	PREVIEW OF 1956 SWIMSUIT COLLECTION Cocktail preview of Catalina's 1956 collection of swimsuits and playclothes. <u>Showing at 5:15 P.M.</u> By invitation only. Publ.: Virginia Dickson at Catalina, LA. 4-8017.	CATALINA, INC. (358 FIFTH AVENUE)	ST. REGIS HOTEL ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Sept. 20	OPENING: KAY JUNIOR & KAY TEEN COLLECTIONS Cruise and Spring collections. Continuous daily. Contact: LA. 4-5535.	KAY WINDSOR	1400 BROADWAY SHOWROOM - 2ND FLOOR
Wednesday Sept. 21 8:30 A.M. Exhibit 9:00 A.M. Breakfast	NEW SEWING AID & HOME SEWING DESIGNS Exhibit for the press of boutique apparel and home furnishing ideas, designed especially for home-sewing. Also, introduction of a new home sewing aid. Guest of Honor: Mary Brooks Picken. By invitation only. Contact: Ann Valkanas, CH. 4-6040.	BELDING CORTICELLI (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
Wednesday Sept. 21 12:15 P.M. Luncheon	SHOWING OF FALL FASHIONS Showing of dresses, costumes and coats for Fall. Press invited. Open to public. Publicity: Rita Nagle, Mitchell 2-8000.	KRESGE-NEWARK	7TH FLOOR THIMBLEBERRY ROOM
Wednesday Sept. 21 12:15 P.M.; 1:15 P.M.	COTTON FABRIC & PATTERN FASHION SHOWS "Center Stage Cottons"--M. & W. Thomas cottons and Vogue patterns at two shows (12:15 and 1:15). Press invited. Open to public. Publicity: Kathryn Grimes, EL. 5-1000.	JAMES McCUTCHEON & CO.	3RD FLOOR
Wednesday Sept. 21 12:30 P.M. Luncheon	"FASHIONS WITH LEATHER" AT LUNCHEON SHOW Fall fashions with leather, presented by Leather Industries of America, in cooperation with Saks Fifth Avenue. Press by invitation. Public by reservation. Contact: "Beverly", TE. 8-8000. Leather Industries' Publ.: Billie Gould, MU. 6-7956. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEATHER IND. OF AMERICA; SAKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 21 12:30 P.M. Luncheon	PRESS SHOWING "ORLON" IN PARIS The DuPont Company will present 19 couture costumes with "Orlon" acrylic fiber, including designs from Dior, Balmain, Lanvin and Patou. Strictly for the press, by invitation only. Contact: Jean Spurr, LO. 3-6400, Ex.567.	DuPONT COMPANY	HOTEL PLAZA TERRACE ROOM
Wednesday Sept. 21 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION Caltex will preview their Cruise and Summer swimsuits, with showing at 4:30 P.M. By invitation only. Contact: Joan Blumberg, MU. 9-2100.	CALTEX OF CALIFORNIA	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Sept. 21 4:30 P.M. Champagne	OPENING OF NEW SHOWROOM McKettrick Williams will have a champagne party at the opening of their new showroom. By invitation only. Publ.: Lucia Depew, FE. 6-6525.	McKETTRICK WILLIAMS	1400 BROADWAY SHOWROOM - 23RD FLOOR
Thursday Sept. 22 11:00 A.M.	PRESS PREVIEW OF FUR FASHIONS Maximilian will present Fall and Winter fur fashions to the press. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	MAXIMILIAN	20 WEST 57TH STREET SALON
Thursday Sept. 22 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Rosette Pennington's Fall fashions at luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Rosette Pennington contact: PL. 9-3737. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 22 4:30 P.M.- 7:30 P.M.	COCKTAIL PARTY FOR THE PRESS Press party for Adolph P. Schuman, president of Lilli Ann. By invitation only. Contact: Ethel Aaron, Robert Taplinger & Assoc., PL. 7-8040.	LILLI ANN FASHIONS OF SAN FRANCISCO	21 CLUB 21 WEST 52ND STREET
Saturday Sept. 24 2:30 P.M.	FALL FASHIONS BY DAVID CRYSTAL David Crystal's Fall fashions will be presented by De Pinna. Open to public. Publicity: Claire McIntosh, MU. 8-2000.	DE PINNA	4TH FLOOR
Sept. 26	YOM KIPPUR--Jewish Day of Atonement (Monday).		
Tuesday Sept. 27- Sept. 30 10:00 A.M.- 5:00 P.M. Open House	EXHIBIT OF SILKS AND COTTONS "Oriental Express"--an exhibit of Japanese and Hawaiian silks and cottons, presented by A. P. Silk of New York and Kanebo of Japan. Press preview, Tues., Sept. 27, by invitation. Contact: Countess Denise Dolfin, LO. 4-3335. Publicity: Ken Williams, JU. 6-8217.	A. P. SILK CO., INC.	1412 BROADWAY SHOWROOM - 15TH FLOOR
Tuesday Sept. 27 11:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Bergdorf Goodman will invite the press to preview their Fall and Winter fur fashions. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 27 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Fall fashions designed by Belle Saunders for Abe Schrader, available at Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Abe Schrader Publicity: Betty Yarmon, LO. 4-9194. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ABE SCHRADER	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Sept. 27 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW "Fashion Show of the Month"--fashions by Pauline Trigere, available at Lord & Taylor, in Hotel Ambassador's series of monthly luncheon fashion shows. Press by invitation. Public by reservation; contact: Banquet Department, PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.	PAULINE TRIGERE	HOTEL AMBASSADOR BALLROOM
Tuesday Sept. 27 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION Roxanne will present to the press their 1956 collection of swimsuits. By invitation only. Contact: Marion Cherry, MU. 2-7025.	ROXANNE (1407 BROADWAY)	SAVOY PLAZA HOTEL SAVOY ROOM
Tuesday Sept. 27 5:00 P.M.	PREVIEW: COUTURE & BOUTIQUE COLLECTIONS Preview of Jane Derby's Resort couture and boutique fashions. By invitation only. Trade showings, Sept. 28, 30; Oct. 4, 6 at 10:30 A.M. Contact: Estelle Marr, PL. 5-1830. Publ: Eleanor Lambert, MU. 8-2130.	JANE DERBY	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Wednesday Sept. 28 11:30 A.M.	OPENING OF HOLIDAY & RESORT DRESS COLLECTION Showing daily at 11:30 A.M. of Abe Schrader's Holiday and Resort collection. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 28 12:30 P.M. Luncheon	PREVIEW OF FALL READY-TO-WEAR FASHIONS Bloomingdale's "Green Room" fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale's Publicity: Margaret deMille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 28 1:15 P.M.	OPENING OF RESORT COLLECTION Oleg Cassini's Resort collection at 1:15 P.M., Sept. 28, 29, 30; Oct. 4, 5, 6, 11, 12, 13. By appointment. Contact: Dorothy Lambert, BR. 9-5986.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Sept. 28 2:30 P.M.	IRENE OF CALIFORNIA-- FALL & WINTER COLLECTION Gunther Jaeckel will preview Irene of California's Fall & Winter collec- tion. By invitation only. Publicity: Carole Paley, PL. 5-7000.	GUNTHER JAECKEL	3RD FLOOR FASHION SALON
Wednesday Sept. 28 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION Preview of Flexees' Cruise and Summer swimsuits. <u>Showing at 4:30 P.M.</u> By invitation only. Contact: Joan Blumberg, MU. 9-2100.	FLEXEES	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Sept. 29 2:30 P.M. Cocktails	PREVIEW: RESORT & SPRING DRESS COLLECTION For press and resident buyers, by invitation only. <u>Daily trade showings</u> <u>at 10:30 A.M., beginning Monday, Oct. 3.</u> Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Friday Sept. 30 9:00 A.M. Breakfast	PRESS PREVIEW: 1956 BEACH FASHIONS Cole of California's 1956 collection of beach fashions for misses, juniors and children. <u>Showing at 9:30 A.M.</u> By invitation only. Publicity: Margot Mallary, 2615 Fruitland Ave., Los Angeles, Cal.	COLE OF CALIFORNIA	HOTEL PIERRE COTILLION ROOM
Friday Sept. 30 2:30 P.M. Cocktails	RESORT & SPRING SEPARATES COLLECTION By invitation only to press and resident buyers. <u>Trade beginning Monday,</u> <u>Oct. 3, by appointment.</u> Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER SEPARATES	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

Beginning	ADLER & ADLER, INC.	550 Seventh Avenue.	BR. 9-9600
Monday	DAVIDOW	550 Seventh Avenue.	PE. 6-6909
Oct. 3	DAVID M. GOODSTEIN, INC.	498 Seventh Avenue.	LA. 4-2577
	KANE-WEILL	498 Seventh Avenue.	LO. 5-3041
	ZOLTAN-ROSENBERG CO.	550 Seventh Avenue.	LA. 4-6691
	SFORT-CRAFT, INC.	550 Seventh Avenue.	LA. 4-9724

Beginning Monday Oct. 3	"REEL POISE" RESORT & CRUISE COLLECTION Bestlyne will show their Resort and Cruise collection of "Reel Poise" bathing suits, beachwear and separates, designed by Jean Novick, including a group of exclusive prints. By appointment only. Contact: Ann R. Silver Associates, 551 Fifth Avenue, MU. 7-8654.	BESTLYNE CO.	1410 BROADWAY SHOWROOM - 29TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Oct. 3	SHOWING OF RESORT & SUMMER SWIMSUITS Sea Nymph's Resort and Summer collection of swimsuits; including a special Sarong group. By appointment only. Publ.: Helen Rothman, WI. 7-6700.	SEA NYMPH	1410 BROADWAY SHOWROOM - 17TH FLOOR
Beginning Tuesday Oct. 4 10:30 A.M.	OPENING: RESORT & SPRING COLLECTION Kane-Weill's Resort & Spring collection and Nan Westley sportswear and separates. Daily at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 4 11:00 A.M.	SHOWING: HOLIDAY & CRUISE COLLECTION Preview for press and buyers of Holiday and Cruise collection, designed by Seymour Fox, on Oct. 4 only. By invitation. Publ.: Sally McKay, LO. 4-3246.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 4 4:00 P.M.	OPENING OF RESORT AND SPRING COLLECTION Opening of Harmay's Resort and Spring collection of costumes, suits and dresses. Daily at 4:00 P.M. By reservation only. Publicity: Pauline Greene, MU. 3-1150 or PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 4 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD Formal presentation of the annual Coty American Fashion Critics' Award to fashion designers designated by a jury of seventy fashion editors. Ceremony and fashion show. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Wednesday Oct. 5 9:00 A.M. Breakfast	PREVIEW: CRUISE & SPRING-SUMMER COLLECTIONS Highlights of Georgia Kay's Cruise and Spring-Summer collections to press and resident buyers. By invitation. Publ.: Gloria Gelfand, WI. 7-0286.	GEORGIA KAY OF CALIFORNIA (1407 B'WAY)	1407 CLUB 1407 BROADWAY
Wednesday Oct. 5 9:00 A.M. Coffee	PRESS PREVIEW OF BED & BATH LINENS "Color, Inc."--showing of new bath and bed linens. By invitation only. Public opening, Monday, Oct. 10. Publicity: Kathryn Grimes, EL. 5-1000.	JAMES McCUTCHEON & CO.	FIRST FLOOR
Wednesday Oct. 5 4:00 P.M. Cocktails	PREVIEW: RESORT LINE BY GRETA PLATTRY Press preview of Greta Plattr's collection of Cruise and Resort sportswear. By invitation only. Continuous daily showings thereafter. Publicity: Margaret Hodge, BR. 9-2643.	PLATTRY COUNTRY WEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Oct. 6 9:00 A.M. Breakfast	PREVIEW OF SPRING AND SUMMER COLLECTION Preview of sunclothes by White Stag for men, women, the "Little Doe" children's collection; and introducing a new line of sub-teen fashions. By invitation only to press and buying offices. Contact: Claire De Kupsa. Publicity: Barbara McGinniss, BR. 9-1974.	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Thursday Oct. 6 2:30 P.M.	OPENING OF RESORT & SPRING COLLECTION Clare Potter will present her Resort and Spring collection at 2:30 on Oct. 6 and 7, also Oct. 10 - 14. By invitation. Contact: Lorraine Kehoe, PE. 6-4167.	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR